

ABSTRACT

Demi Music Centre is a business which one selling music tools that specialized the product selling on Piano second hand that proposed more choice and price variation to consumer. Curenly, Company has been improve of sales then argue urgent to measure the varible which giving influence towards purchase decision, This research aims to measure the influence of Brand image, the line advertise and Social factor towards purchase decision product of Yamaha's Piano second hand. Method of this research used Decriptif Assosiatif, Pearson Correlation, so used simple regression Correlation method and Multiple regression method. Population on this research is Demi Music Centre's Customer. The collecting sample used Slovin Formula that totally of sample is 60 respondent. Result of the research explained that all independent variables giving significant influence towards purchase decision.

Keywords *Brand Image, line Advertise, Social factor, Purchase Decision.*